

## THE VALLEY'S PERENNIAL FAST-GROWTH COMPANIES

### Telesphere

**RANK:** No. 11 on the fast-growth list  
**CEO:** Clark Peterson  
**HQ:** Scottsdale  
**FOUNDED:** 2000  
**EMPLOYEES:** 105  
**REVENUE, 2009:** DND  
**REVENUE, 2010:** DND  
**REVENUE INCREASE, 2009-10:** 75 percent  
**WEB:** www.telesphere.com



Peterson

**How do you maintain fast growth through the years?** We give companies of all sizes what they need: affordable, leading-edge business communications without big, up-front investments in telecom infrastructure. This growth is attributed to a very innovative product line that is clearly recognized as the future of business communications, and Telesphere as a company positioning itself as a leader in the cloud communication space.

**How does growth become a part of your business culture?** Our company values are to wow the customer; hire, develop and reward great people; run lean, think big; develop innovative customer services; succeed with teamwork; and build a company with enduring value for employees, customers and shareholders. In driving a culture of growth, we instill in our employees the overall vision, communicate it consistently and thoroughly, and tie rewards to accomplishing that vision of growth, including stock options for every single employee.

**Looking out 12 months, what is your greatest obstacle to continued growth?**

The overall economy and ongoing recession threats continue to make businesses hesitant to move forward with plans. We have been able to grow even during tough times because our cloud platform enables businesses to avoid the cost of a PBX and even enables cellphones to serve as office phones to further avoid costs. Despite this very efficient way for businesses to communicate, the lack of new business growth is still our greatest obstacle.

### Go Daddy Group Inc.

**RANKS:** No. 10 on the fast-growth list, No. 8 on the largest private companies list  
**FOUNDER AND CEO:** Bob Parsons  
**HQ:** Scottsdale  
**FOUNDED:** 1997  
**EMPLOYEES:** 3,315  
**REVENUE, 2009:** \$610 million  
**REVENUE, 2010:** \$741 million  
**REVENUE INCREASE, 2009-10:** 21.5 percent  
**WEB:** www.godaddy.com



Parsons

**How do you maintain fast growth through the years?** Go Daddy has built its business by listening to customers and creating affordable services that help them meet their business or individual needs. We have been able to keep prices low by developing a suite of cloud-based services in-house with direct feedback from our customers. The other piece of our culture, our philosophy, has been to back up our products with top-notch customer service. We approach all aspects of our business with these principles in mind,



PROVIDED BY GO DADDY GROUP INC.

**Go Daddy Group Inc. employees work at the company's customer care center in Gilbert. The company's revenue increased by 21.5 percent between 2009 and 2010.**

and the result has been explosive, organic growth in a highly competitive industry.

**How does growth become a part of your business culture?** We have always believed it is important to keep moving forward. In fact, it's one of CEO Bob Parsons' "16 Rules for Success." By working hard and moving forward, even a little bit each day, you find success — and success has a way of catching on with people. Our employees know they can make a difference, whether it's with helping customers, developing great products or creating integrated marketing campaigns across a wide variety of media touch points.

**Looking out 12 months, what is your greatest obstacle to continued growth?** Hiring the right people as we grow and maintaining the company DNA that has made us great.

### LifeLock Inc.

**RANK:** No. 13 on the fast-growth list, No. 21 on the largest private companies list  
**FOUNDER AND CEO:** Todd Davis  
**HQ:** Tempe  
**FOUNDED:** 2005  
**EMPLOYEES:** About 500  
**REVENUE, 2009:** DND  
**REVENUE, 2010:** DND  
**REVENUE INCREASE, 2009-10:** 24 percent  
**WEB:** www.lifelock.com



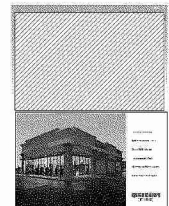
Davis

**How do you maintain fast growth through the years?** By staying focused on the value proposition we deliver to the member. By having vision alignment within the organization so that everyone knows their roles in contributing to our shared success. Finally, being willing to invest in world-class service when other companies were trying to preserve capital by cutting expenses during economic downturns.

**How does growth become a part of your business culture?** Growth becomes ingrained when you clearly state the goal, design infrastructure — organizational, economical and operational — that support the goal, and then have the courage to take chances and hold the course, even when some of the efforts won't be dead on the mark. People should not be afraid to take chances as long as they are doing what they believe is best for achieving the goal.

**Looking out 12 months, what is your**

SEE FASTEST-GROWING 38



**greatest obstacle to continued growth?** Complacency. It is hard work every single day to deliver strong growth and world-class service, and it may be tempting to look back on our past success and think we could coast for a bit. Instead, we have to look for opportunities for continuous improvement.

## Angel MedFlight Worldwide Air Ambulance

**RANKS:** No. 12 on the fast-growth list, No. 50 on the top private companies list  
**FOUNDER AND CEO:** Jeremy Freer  
**HQ:** Scottsdale  
**FOUNDED:** 2007  
**EMPLOYEES:** 41  
**REVENUE, 2009:** DND  
**REVENUE, 2010:** DND  
**REVENUE INCREASE, 2009-10:** 58 percent  
**WEB:** www.angelmedflight.com

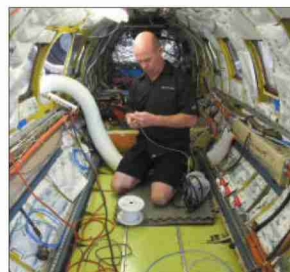


Freer

**How do you maintain fast growth through the years?** Angel MedFlight's consistent growth is based on innovation. We continue to redefine the air medical transport industry by raising the bar for patient care, service and safety on the ground and in the air. We invest in highly qualified medical personnel, advanced technologies and leading-edge equipment. Angel MedFlight has built a reputation as a progressive leader in our industry.

**How does growth become a part of your business culture?** With growth and innovation comes change. In our business, where hours can mean the difference between life and death, the Angel MedFlight staff is well aware that any situation can change in a heartbeat. We are fortunate to have a self-motivated, highly adaptable team of professionals, united in our effort to provide patients with the best possible care from bedside to bedside. The busier we are, the harder we work, the better we get.

**Looking out 12 months, what is your greatest obstacle to continued growth?** Educating the public, health care professionals and insurance company representatives, who all are searching for ways to cut costs. In this case, the adage "You get what you pay for" may be alarmingly true. There are significant costs associated with providing high-quality air medical transport. When an air ambulance company is selected on price alone, the patient's care and



JIM POULIN | PHOENIX BUSINESS JOURNAL

**An Angel MedFlight Worldwide Air Ambulance employee performs maintenance on a jet. The company grew by 58 percent between 2009 and 2010.**

safety may be in jeopardy. We must help others understand that all air ambulance companies are not equal. Angel MedFlight uses meticulously maintained Learjets and provides an elite, critical care medical team with top-of-the-line equipment. At 40,000 feet, there is no room for error.

## B2B CFO

**RANK:** No. 23 on the fast-growth list  
**FOUNDER AND CEO:** Jerry Mills  
**HQ:** Phoenix  
**FOUNDED:** 1987  
**EMPLOYEES:** 197 partners across 39 states and four full-time employees in Mesa  
**REVENUE, 2009:** DND  
**REVENUE, 2010:** DND  
**REVENUE INCREASE, 2009-10:** 46.5 percent  
**WEB:** www.b2bcfo.com



Mills

**How do you maintain fast growth through the years?** Maintaining steady, fast growth has been a matter of setting goals and then working diligently to build an infrastructure that supports our team and allows us to achieve our goals. It is also a matter of constant evaluation and making periodic adjustments to the process of the goal achievement. For example, when new technologies become available or when a process can be improved, we need to always adjust our course — first direction, then velocity.

**How does growth become a part of your business culture?** I review my goals weekly. I also leverage the expertise and help from a personal coach who goes over my goals with me and helps me augment and expand them, causing me to stretch and grow at all times. I go over our goal achievements each month with the staff so the team will constantly have our progress in front of them. Making sure everyone knows the direction and the goals is crucial to our success.

**Looking out 12 months, what is your greatest obstacle to continued growth?** I see absolutely no obstacles that will impede our ability to achieve and meet our goals.

## GlobalTranz

**RANKS:** No. 2 on the fast-growth list, No. 29 on the largest private companies list  
**FOUNDER AND CEO:** Andrew Leto  
**HQ:** Phoenix  
**FOUNDED:** 2003  
**EMPLOYEES:** 110  
**REVENUE, 2009:** \$36.5 million  
**REVENUE, 2010:** \$78 million  
**REVENUE INCREASE, 2009-10:** 114 percent  
**WEB:** www.globaltranz.com



Leto

**How do you maintain fast growth through the years?** We are able to maintain fast growth by introducing new technologies to an industry that, for the most part, is highly ignored. Venture capital and startups are so focused on social networking and consumer-based companies that they seem to forget 5 percent to 6 percent of the gross domestic product is transportation. We are in a huge market. Domestic trucking alone is around \$150 billion per year.

**How does growth become a part of your business culture?** You have to make growth a part of your business culture. No one likes to work for a company that isn't growing. People want to know there is room for them to grow within the company. If we land a big deal, we want everyone in the company to know about it. If we hit a cer-



**Sprouts Farmers Market LLC** operates 106 stores in Arizona, Texas, Colorado and California. The company's revenue increased by 41.4 percent between 2009 and 2010, and it was ranked No. 4 on the fast-growth list.

JIM POULIN | PHOENIX BUSINESS JOURNAL

tain milestone, we celebrate as a company. We post all open positions internally before we go to the market for new employees. These things help us retain our top talent and keep morale high.

**Looking out 12 months, what is your greatest obstacle to continued growth?** We are starting an inside sales force, an area in which we have not yet proved ourselves. This model works very well for the competition, whereas we rely heavily on an outside sales force. The good news is that we are hiring for these positions in Phoenix right now, and we should have our first 20 hires starting in the next few days. We plan to build this to around 100 inside sales professionals by the end of 2012.

## Sprouts Farmers Market LLC

**RANKS:** No. 4 on the fast-growth list, No. 9 on the largest private companies list  
**FOUNDER:** Stan and Shon Boney  
**CEO:** Shon Boney  
**PRESIDENT AND COO:** Doug Sanders  
**HQ:** Phoenix  
**FOUNDED:** 2002  
**EMPLOYEES:** 7,000  
**REVENUE, 2009:** \$440 million  
**REVENUE, 2010:** \$622 million  
**REVENUE INCREASE, 2009-10:** 41.4 percent  
**REVENUE, 2011:** \$1.3 billion (projected)  
**WEB:** www.sprouts.com



Sanders

**How does growth become part of your business culture?** Aggressive growth has been one of the core components of our company since our beginning back in 2002. Each year, a large portion of our strategic plan is dedicated to staying ahead of our growth, including staffing, logistics, technology and real estate. Our commitment to growth has enabled Sprouts to become one of the largest natural foods retailers in the U.S., operating 106 stores in Arizona, Texas, Colorado and California by the of 2012.

**How do you maintain fast growth through the years?** Our company has been "built to grow" since our first store in Chandler. One of our proudest achievements was doubling our store count during the toughest parts of the recession. From June 2009 to September 2010, Sprouts opened 23 new stores, including entries into new markets in Colorado and Austin.

**Looking out 12 months, what is your greatest obstacle to continued growth?** We recently merged with Henry's Farmers Markets and are in the process of rebranding their stores to the Sprouts name. The focus of the next 12 months will be continued expansion through organic growth, while adjusting to the challenges of a much larger company.

## American Traffic Solutions Inc.

**RANKS:** No. 6 on the fast-growth list, No. 23 on the largest private companies list  
**FOUNDER AND CEO:** James Tuton  
**HQ:** Scottsdale  
**FOUNDED:** 1982  
**EMPLOYEES:** 780  
**REVENUE, 2009:** \$95.7 million  
**REVENUE, 2010:** \$138 million  
**REVENUE INCREASE, 2009-10:** 44 percent  
**WEB:** www.atsol.com



Tuton

**How do you maintain fast growth through the years?** Several factors have contributed to our sustained and relatively steady growth for the past several years. We maintain a disciplined focus on our marketplace and our core business. ATS has a proven track record and has attained the leadership position in the red-light and speed safety camera industry by staying focused on what we do best. Part of that is to ensure that we continue to offer customers a better product and better service than our competitors. We also have great employees who care deeply about what we do and are terrific ambassadors for our company. We're always trying to stay ahead of the curve by introducing new products and constantly looking for ways to improve what we do. Additionally, in these difficult economic times, our products allow our customers to do more with less.

**How does growth become a part of your business culture?** ATS is still a relatively young company. Part of the culture of ATS is an expectation that growth will continue. Our employees have come to understand that growth is necessary to stay ahead of the competition. As a CEO, I try to share with our employees my vision for the future and prepare them for what's ahead. One of the things I'm most mindful of is losing our corporate identity. In the midst of such rapid growth, it's easy to get caught up and forget what got us here. That's why we try so hard to instill these core values in every person who works at ATS.

**Looking out 12 months, what is your greatest obstacle to continued growth?** Our ability to sustain the level of growth that is occurring every day, every week, every month and every year. If we continue to market and sell our services, the sky is the limit. Our commercial fleet services division is growing and adds new fleet customers every day, and this year we will break our previous record for new camera installations. As for the safety division, already this year we have added 57 new customers who have committed to install and operate more than 440 new safety cameras. In addition, many of our current customers have extended and expanded the scope of their current contracts.